

Virtual Finance Director

(VFD Pro)

Using the VFD Pro Dashboard

(Quick Start)



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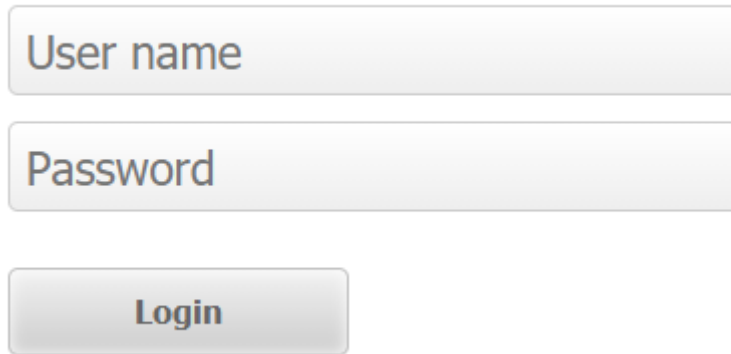
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How do I access the VFD-pro Dashboard?

Step 1: From your VFD-Pro Portal click [Go to Dashboard](#) from your home page.

Step 2: You will then be asked to enter your User name and Password as per the image shown below.



The image shows a login form with three elements: a text input field labeled 'User name', a text input field labeled 'Password', and a button labeled 'Login'.

Step 3: Your credentials will have been sent to you via email (note: these are different to your VFD Pro portal credentials)

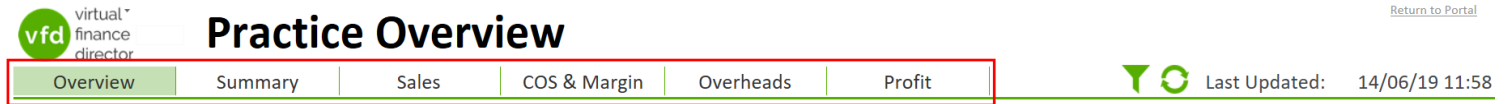
Step 4: Click 'Login'

VFD Pro Dashboard

Layout

VFD Pro has been designed to provide you with the ability to perform intuitive business analysis with no setup required. To make this possible each section of the dashboard has been designed in a way that is easy to use and deliver maximum benefit.

The control tab at the top of the dashboard is used to navigate through the various analysis options.



Overview – Summarised view of performance for all clients loaded into the VFD Pro Portal

Summary – Summarised view of performance for a selected client

Sales – Analyse sales performance for a selected client across both customers and sales channels (nominals)







COS & Margin – Analyse cost of sales and margin performance for a selected client across both direct cost providers (suppliers) and cost of sale elements (nominals)

Overheads – Analyse overhead performance for a selected client across both providers (suppliers) and overhead cost lines (nominals)


Profit – Analyse profit drivers across the entire P&L

Navigation & Icons

To aid navigation in the VFD Pro Dashboard we use a consistent set of navigation icons

-  Change to one of the other views available
-  Add or remove KPIs
-  Filter the information shown on that page
-  Reset all filters and selections made
-  Select the client you wish to be the subject of the page
-  Toggle information displayed on the page by either Account Line (Nominal) or Customer/Provider

Overview Page

This page has been designed to provide an overview of all clients loaded into VFD Pro, either as a consolidated view or by clicking the  icon, summarised information by client.





Practice Overview

[Return to Portal](#)

Overview	Summary	Sales	COS & Margin	Overheads	Profit
Key Performance Indicators Sizeband Sector Client Last Updated: 17/06/19 16:21					
Sales £ £42,170 YOY 0.0% LFL 0.0%		Margin Rate % 97.0% YOY 97.0% LFL 97.0%		Margin £ £40,920 YOY 0.0% LFL 0.0%	
Overheads Rate % 41.2% YOY (41.2%) LFL (41.2%)		Profit £ £23,531 YOY 0.0% LFL 0.0%		Profit Rate % 55.8% YOY 55.8% LFL 55.8%	

View performance for the last 12 months compared to the previous twelve either at a total level (YOY) or just for those clients that have a complete 24 months history (LFL)

Clicking the  icon and selecting one of the grid view allows you to select the KPIs you wish to analyse by clicking  the icon.




Practice Overview

[Return to Portal](#)


Overview	Summary	Sales	COS & Margin	Overheads	Profit								
Business performance vs last year Show variance as: <input checked="" type="radio"/> Figures <input type="radio"/> Icons													
Client Name	Sector	Sizeband	LFL	Sales TY £	Sales vs LY %	Margin % TY	Margin % vs LY	O/hds TY £	O/hds vs LY %	O/hds % TY	O/hds % vs LY	Profit TY £	Profit vs LY %
Test 4	Sector	ClientSize	Yes	23,990	0.0%	94.8%	94.8%	(13,779)	(100.0%)	(57.4%)	(57.4%)	8,961	0.0%
Test 2	Sector	ClientSize	Yes	8,013	0.0%	100.0%	100.0%	(2,047)	(100.0%)	(25.6%)	(25.6%)	5,965	0.0%
Test 1	Sector	ClientSize	Yes	5,583	0.0%	100.0%	100.0%	(832)	(100.0%)	(14.9%)	(14.9%)	4,751	0.0%
Test 3	Sector	ClientSize	Yes	4,583	0.0%	100.0%	100.0%	(731)	(100.0%)	(15.9%)	(15.9%)	3,853	0.0%
Total				42,170	0.0%	97.0%	97.0%	(17,389)	(100.0%)	(41.2%)	(41.2%)	23,531	0.0%

- Sales TY £
- Sales LY £
- Sales vs LY %
- COS TY £
- COS LY £
- COS vs LY %
- COS % TY
- COS % LY
- COS % vs LY
- Margin TY £
- Margin LY £
- Margin vs LY %
- Margin % TY
- Margin % LY
- Margin % vs LY
- O/hds TY £
- O/hds LY £
- O/hds vs LY %
- O/hds % TY
- O/hds % LY
- O/hds % vs LY
- Profit TY £
- Profit LY £
- Profit vs LY %
- Profit % TY
- Profit % LY
- Profit % vs LY

Summary Page



This page provides a summarised view of performance over the past 24 months for a selected client. You can chose the client to view by clicking the  icon. The page is laid out over 5 analysis tiles, with a section for guidance notes. The tiles cover analysis of the following:

- Summarised Profit & Loss for the past 12 months compared to the previous 12
- Sales performance over the past 24 months
- Gross Margin performance over the past 24 months
- Overheads performance over the past 24 months
- Net Profit performance over the past 24 months



Client Summary - Test 4

[Return to Portal](#)




 Last Updated: 17/06/19 16:21

Overview | **Summary** | Sales | COS & Margin | Overheads | Profit


KPI detail vs last year

	Actual	Last Year	vs LY £	vs LY %
Sales £	23,990	0	23,990	0.0%
Margin £	22,740	0	22,740	0.0%
Margin %	94.8%	0.0%	94.8%	
Overheads £	(13,779)	0	(13,779)	(100.0%)
Overheads %	(57.4%)	0.0%	(57.4%)	
Profit £	8,961	0	8,961	0.0%
Profit %	37.4%	0.0%	37.4%	

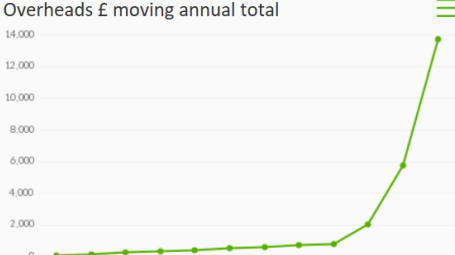
Sales £ moving annual total



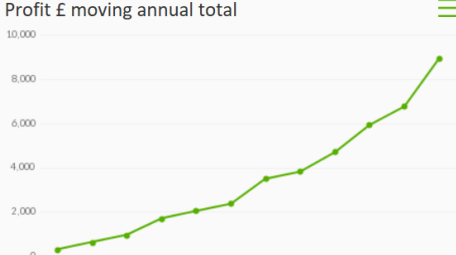
Margin £ moving annual total



Overheads £ moving annual total



Profit £ moving annual total




Guidance Notes

The summary page provides a snapshot view of client performance. It strikes a balance between focused strategic trend information and the flexibility to analyse performance via the multiple view layout.

It can be used to rapidly identify the areas of the clients business that require further investigation to improve performance and is ideal for creating an initial overview.


Setting all views to the moving annual graphs is a great way to quickly identify which direction a client's business is going in and is a very powerful and simple illustration for review meetings.

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Clicking on the  icon and setting all views to the moving annual graphs is a great way to quickly identify which direction a client's business is going in and is a very powerful and simple illustration for review meetings.


Where you see the  icon, there is the opportunity to add or remove KPIs to tailor your analysis further.

Sales Analysis Page

This page allows investigation of sales performance from the most recent rolling 12 month total right down to individual transaction level. The monthly YOY graphs illustrate when during the year the variances have occurred and whether sales follow a specific seasonal pattern. You can chose the client to view by clicking the  icon.

Changing the various views and KPIs allows you to break performance into the two components of transactions and average spend, allowing greater understanding of the driving factor behind a sales movement.


You are able to analyse sales performance by sales channel (P&L nominal) or by customer (as long as invoices are coded to customers) by clicking the  icon



Sales Analysis - Test 4

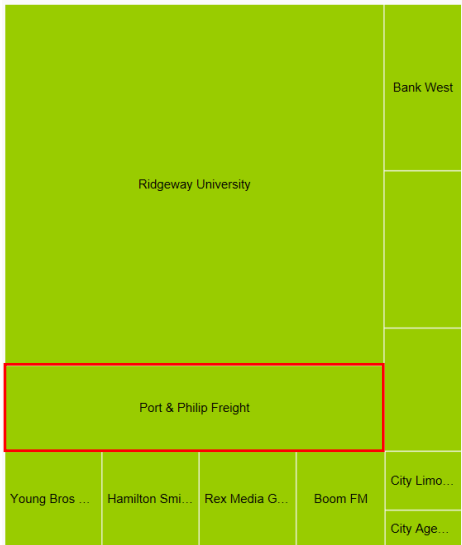
Return to Portal

Overview
Summary
Sales
COS & Margin
Overheads
Profit

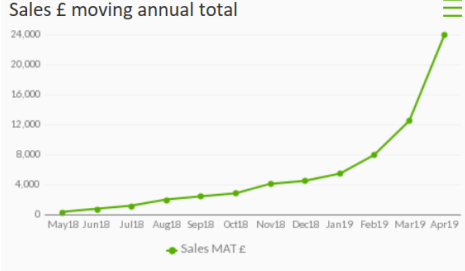


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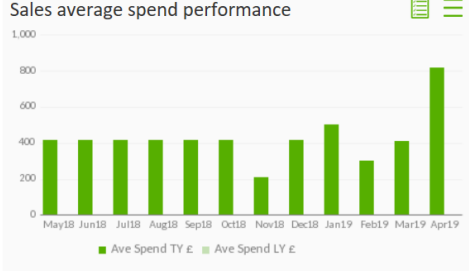
Sales YOY customer summary



Sales £ moving annual total



Sales average spend performance



Sales customer transactions

Date	Month	Customer	Type	VFD Ref	Value £
22.04.19	Apr19	DIISR - Small Busines	Invoice	5069853	208
22.04.19	Apr19	DIISR - Small Busines	Invoice	5069852	17
21.04.19	Apr19	Port & Philip Freight	Invoice	5069830	451
21.04.19	Apr19	Young Bros Transpoi	Invoice	5069849	451
21.04.19	Apr19	Hamilton Smith Ltd	Invoice	5069840	451
21.04.19	Apr19	Rex Media Group	Invoice	5069835	451
20.04.19	Apr19	Port & Philip Freight	Invoice	5069828	1,995
19.04.19	Apr19	Port & Philip Freight	Invoice	5069826	250
15.04.19	Apr19	Boom FM	Invoice	5069815	417
15.04.19	Apr19	Boom FM	Invoice	5069816	417
15.04.19	Apr19	Boom FM	Credit Note	5069823	(417)
14.04.19	Apr19	Petrie McCloud Wats	Invoice	5069812	1,173
12.04.19	Apr19	Boom FM	Invoice	5069806	417

Guidance Notes

This page allows investigation of sales performance from the most recent rolling 12 month total right down to individual transaction level. The monthly YOY graphs illustrate when during the year the variances have occurred and whether sales follow a specific seasonal pattern.

Breaking performance into the two components of transactions and average spend allows greater understanding of the driving factor behind a sales movement. This should help shape the sales discussion to be had with the client.

Clicking on the reference code in the transaction table will show the full description that has been added to that transaction.

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The heat map on the left of the screen provides a graphical representation of the sales performance over the past 12 months. The size of the rectangle is driven by the amount of sales generated and the colour reflects the last 12 months compared to the previous 12 (green = favourable and red = adverse).

Sales customer transactions


Date	Month	Customer	Type	VFD Ref	Value £
22.04.19	Apr19	DIISR - Small Busines	Invoice	5069853	208
22.04.19	Apr19	DIISR - Small Busines	Invoice	5069852	17
21.04.19	Apr19	Port & Philip Freight	Invoice	5069830	451
21.04.19	Apr19	Young Bros Transpoi	Invoice	5069849	451
21.04.19	Apr19	Hamilton Smith Ltd	Invoice	5069840	451
21.04.19	Apr19	Rex Media Group	Invoice	5069835	451
20.04.19	Apr19	Port & Philip Freight	Invoice	5069828	1,995
19.04.19	Apr19	Port & Philip Freight	Invoice	5069826	250
15.04.19	Apr19	Boom FM	Invoice	5069815	417
15.04.19	Apr19	Boom FM	Invoice	5069816	417
15.04.19	Apr19	Boom FM	Credit Note	5069823	(417)
14.04.19	Apr19	Petrie McCloud Wats	Invoice	5069812	1,173
12.04.19	Apr19	Boom FM	Invoice	5069806	417

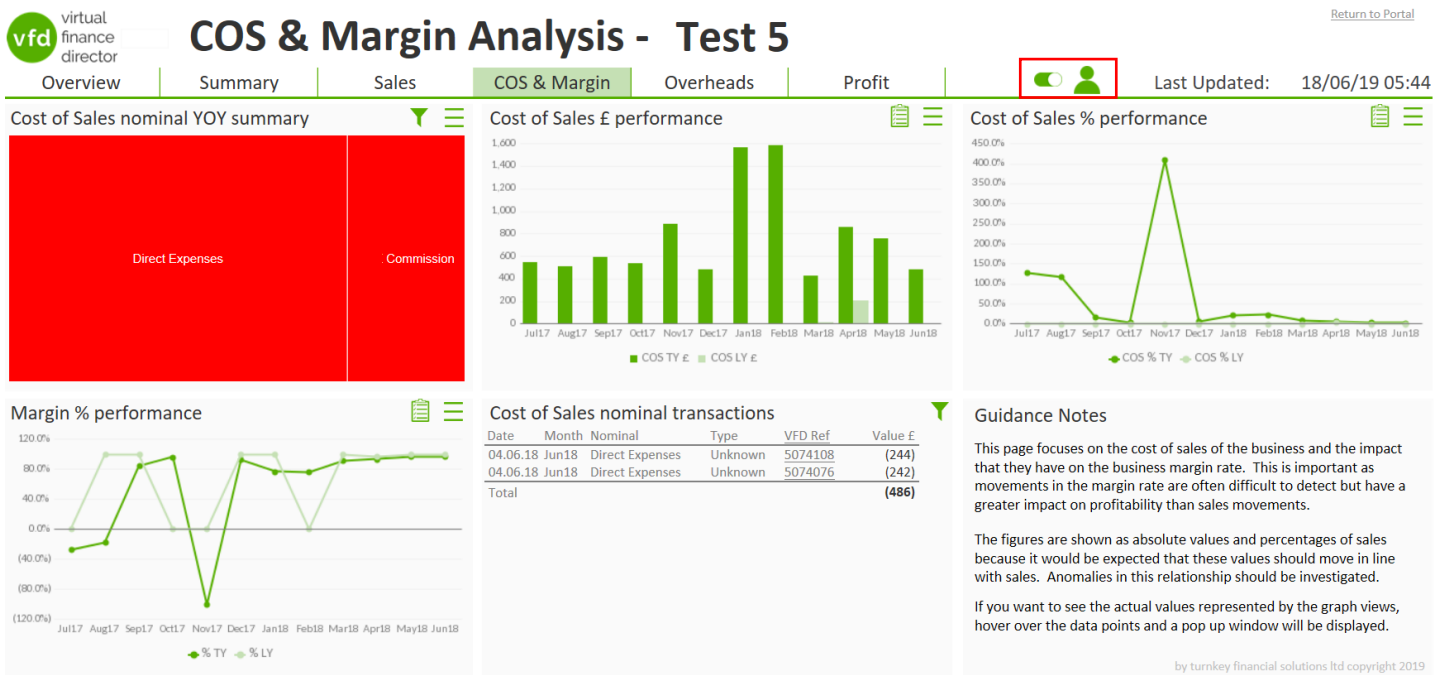
The transaction table at the bottom of the page allows you to view the transaction that make up the particular view you have selected. Clicking on the VFD Ref will display the transaction details entered into the accounts.

COS & Margin Analysis Page

This page focuses on the cost of sales of the business and the impact that they have on the business' margin rate. This is important as movements in the margin rate are often difficult to detect but have a greater impact on profitability than sales movements. You can chose the client to view by clicking the  icon.



The figures are shown as absolute values and percentages of sales because it would be expected that these values should move in line with sales. Anomalies in this relationship should be investigated.

You are able to analyse sales performance by cost category (P&L nominal) or by provider (useful when one provider supplies goods/services that cover multiple cost categories) by clicking the  icon



COS & Margin Analysis - Test 5

Return to Portal

Overview | Summary | Sales | **COS & Margin** | Overheads | Profit |   Last Updated: 18/06/19 05:44

Cost of Sales nominal YOY summary

Direct Expenses | Commission

Cost of Sales £ performance

Cost of Sales % performance

Margin % performance

Cost of Sales nominal transactions

Date	Month	Nominal	Type	VFD Ref	Value £
04.06.18	Jun18	Direct Expenses	Unknown	5074108	(244)
04.06.18	Jun18	Direct Expenses	Unknown	5074076	(242)
Total					(486)

Guidance Notes

This page focuses on the cost of sales of the business and the impact that they have on the business margin rate. This is important as movements in the margin rate are often difficult to detect but have a greater impact on profitability than sales movements.

The figures are shown as absolute values and percentages of sales because it would be expected that these values should move in line with sales. Anomalies in this relationship should be investigated.

If you want to see the actual values represented by the graph views, hover over the data points and a pop up window will be displayed.

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The heat map on the left of the screen provides a graphical representation of expenditure over the past 12 months. The size of the rectangle is driven by the amount spent and the colour reflects whether this spend has increased or decreased as a percentage of sales (green = favourable and red = adverse).

Cost of Sales nominal transactions


Date	Month	Nominal	Type	VFD Ref	Value £
04.10.17	Oct17	Direct Expenses	Unknown	5074132	(235)
04.10.17	Oct17	Direct Expenses	Unknown	5074128	(234)
02.10.17	Oct17	Direct Expenses	Unknown	5072045	(71)
Total					(540)

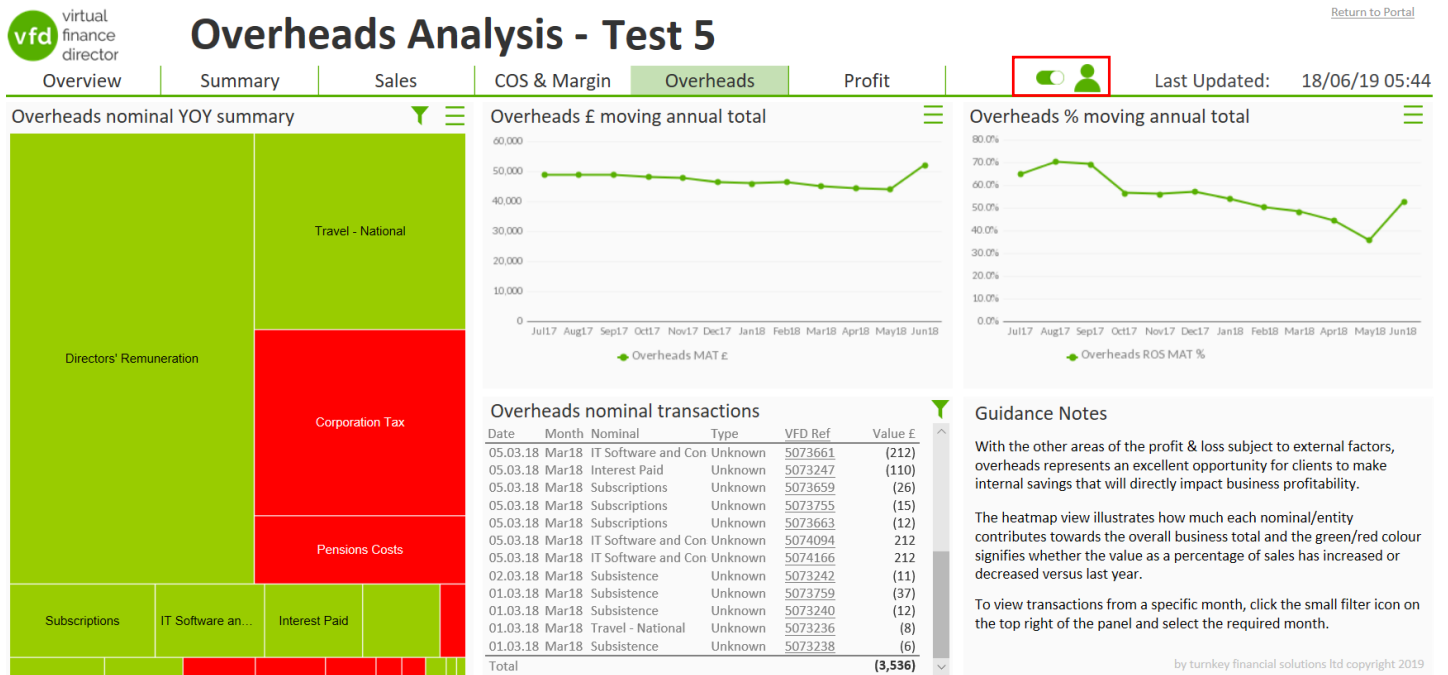
The transaction table at the bottom of the page allows you to view the transaction that make up the particular view you have selected. Clicking on the VFD Ref will display the transaction details entered into the accounts.

Overheads Analysis Page

With the other areas of the profit & loss subject to external factors, overheads represents an excellent opportunity for clients to make internal savings that will directly impact business profitability. You can chose the client to view by clicking the  icon.

The figures are shown as absolute values and percentages of sales to enable analysis of both as, whilst classified as Overheads, some of these costs have a relationship with sales. Anomalies in this relationship should be investigated.

You are able to analyse sales performance by cost category (P&L nominal) or by provider (useful when one provider supplies goods/services that cover multiple cost categories) by clicking the  icon




The heat map on the left of the screen provides a graphical representation of expenditure over the past 12 months. The size of the rectangle is driven by the amount spent and the colour reflects whether this spend has increased or decreased as a percentage of sales (green = favourable and red = adverse).


Overheads nominal transactions


Date	Month	Nominal	Type	VFD Ref	Value £
05.03.18	Mar18	IT Software and Con	Unknown	5073661	(212)
05.03.18	Mar18	Interest Paid	Unknown	5073247	(110)
05.03.18	Mar18	Subscriptions	Unknown	5073659	(26)
05.03.18	Mar18	Subscriptions	Unknown	5073755	(15)
05.03.18	Mar18	Subscriptions	Unknown	5073663	(12)
05.03.18	Mar18	IT Software and Con	Unknown	5074094	212
05.03.18	Mar18	IT Software and Con	Unknown	5074166	212
02.03.18	Mar18	Subsistence	Unknown	5073242	(11)
01.03.18	Mar18	Subsistence	Unknown	5073759	(37)
01.03.18	Mar18	Subsistence	Unknown	5073240	(12)
01.03.18	Mar18	Travel - National	Unknown	5073236	(8)
01.03.18	Mar18	Subsistence	Unknown	5073238	(6)
Total					(3,536)

The transaction table at the bottom of the page allows you to view the transaction that make up the particular view you have selected. Clicking on the VFD Ref will display the transaction details entered into the accounts.

Profit Analysis Page

The Profit Analysis provides a summarised view that brings together the Sales, COS & Margin and Overheads pages to display how these elements have impacted profit over the past 12 months. You can chose the client to view by clicking the  icon.



You are able to analyse sales performance by cost category (P&L nominal) or by provider (useful when one provider supplies goods/services that cover multiple cost categories) by clicking the  icon



Profit Analysis - Test 5

Return to Portal


Overview
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Overheads
Profit


Last Updated: 18/06/19 05:44

Profit summary	Actual	Last Year	vs LY £	vs LY %
Sales £	98,988	75,130	23,857	31.8%
Margin £	89,740	74,924	14,816	19.8%
Margin %	90.7%	99.7%		(9.1%)
Overheads £	(52,361)	(49,883)	(2,478)	(5.0%)
Overheads %	(52.9%)	(66.4%)		13.5%
Profit £	37,379	25,041	12,338	49.3%
Profit %	37.8%	33.3%		4.4%

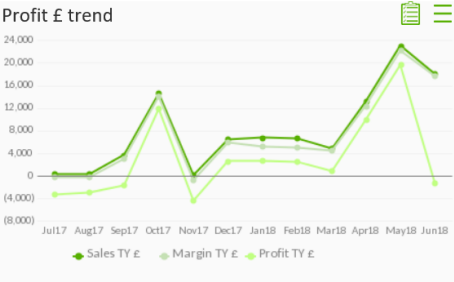
Profit £ performance



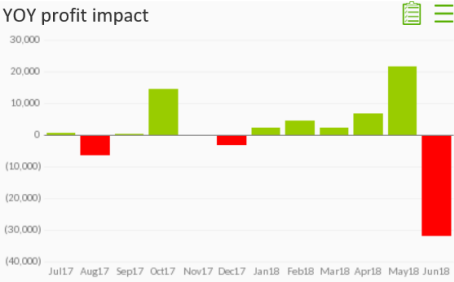
Profit % performance



Profit £ trend




YOY profit impact



YOY Profit Movement

Profit Last Year	£25,041
Sales Impact	£23,792
Margin Rate Impact	(£8,976)
Overheads Impact	(£2,478)
Profit This Year	£37,379

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The YOY Profit Movement helps articulate the impact that movements in the various P&L categories (Sales, Margin Rate & Overheads) has had on profit. This can be displayed as a total over the past 12 months or for a particular month in the period by clicking the  icon.

Help or Support

If you have any questions or need any help or support using any of the features of VFD Pro please contact us on any of the following:

Email: support@vfd-pro.com

Website: www.vfd-pro.com